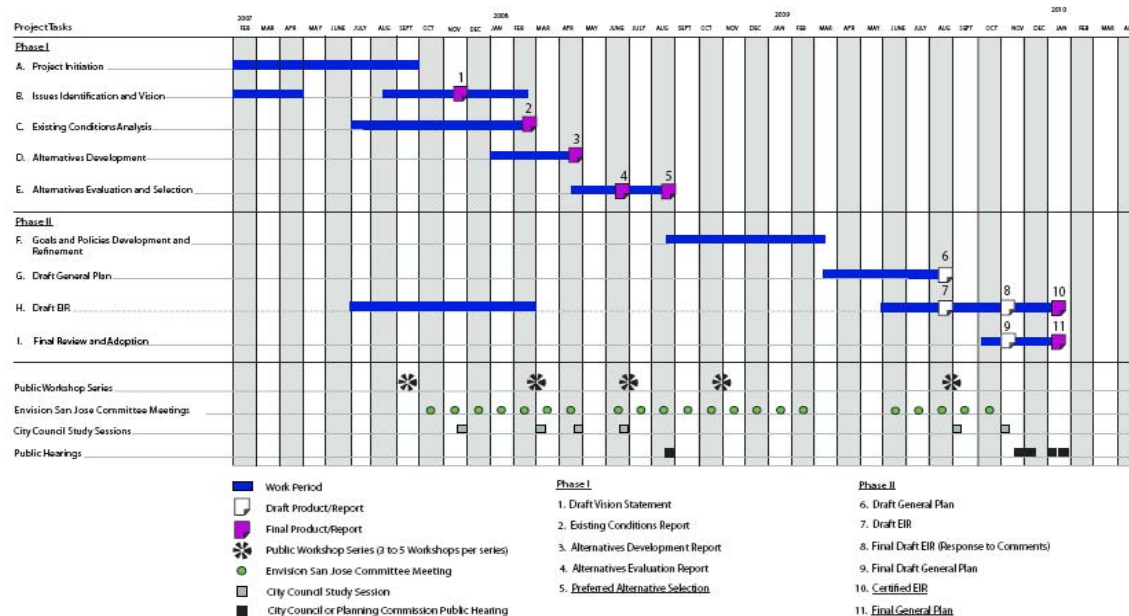


Review of Work Program

PROPOSED ENVISION SAN JOSE 2040 PROJECT SCHEDULE

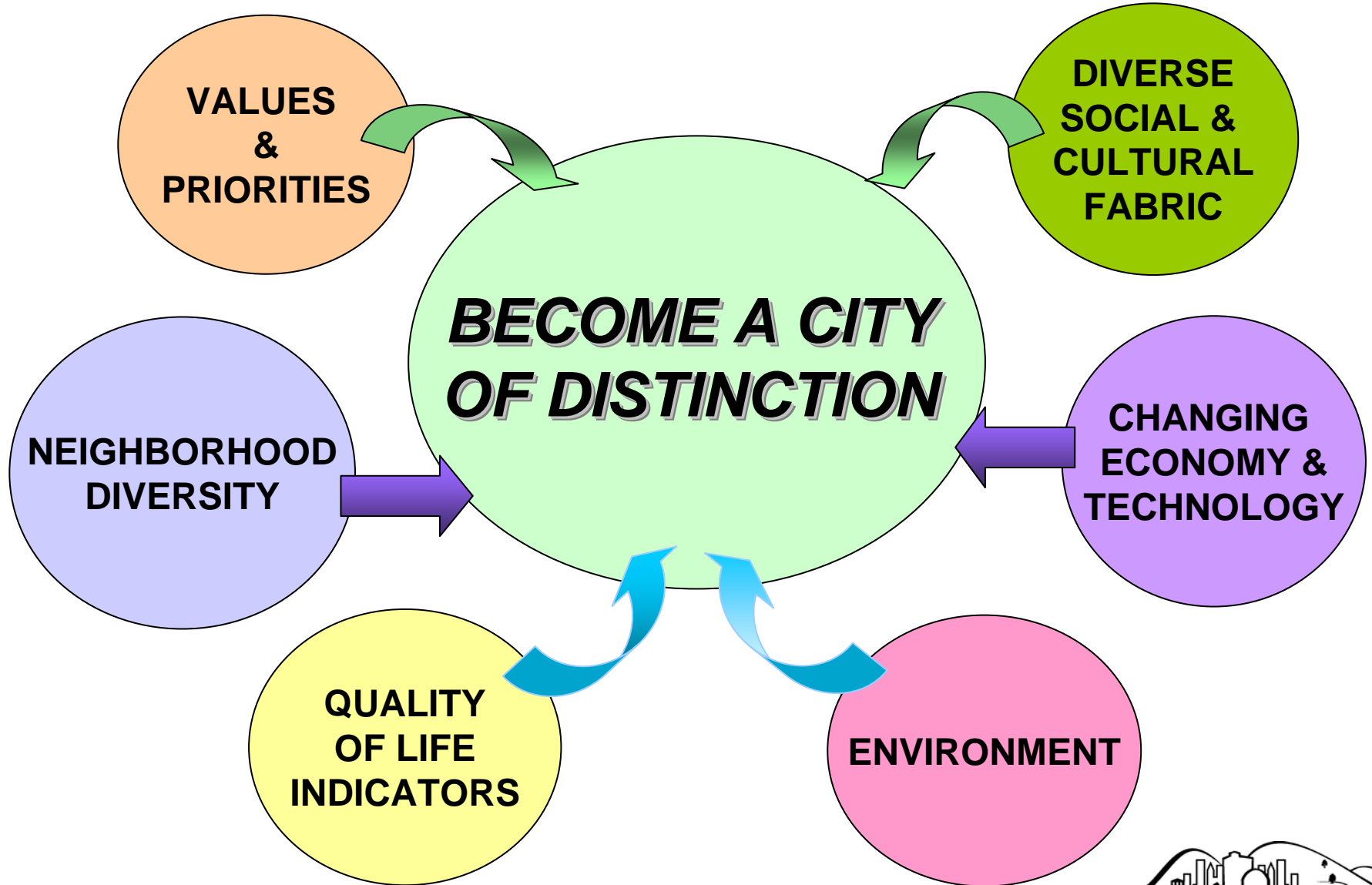


Envision San Jose 2040 Task Force

September 17, 2007

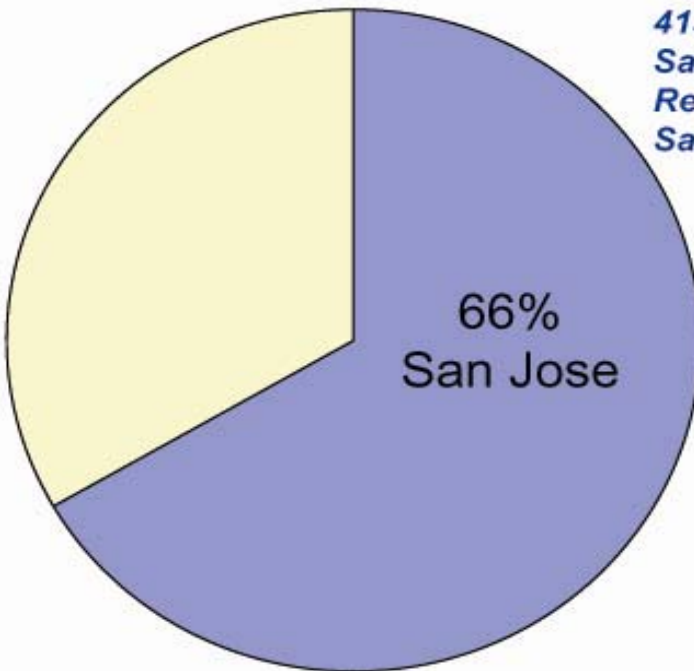


Why Update the General Plan?



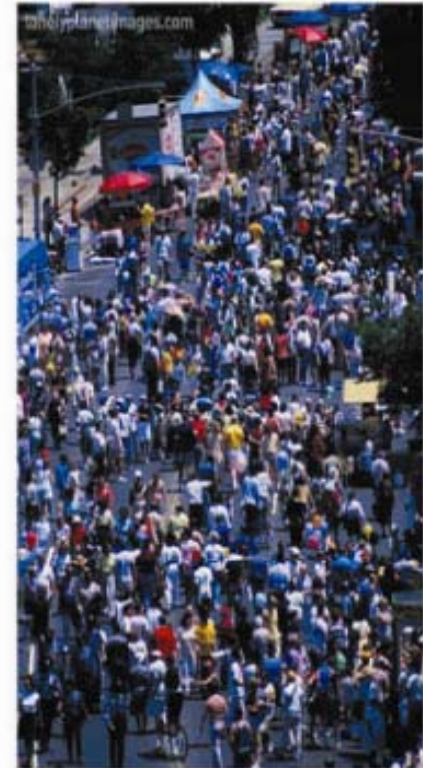
Projected Population Growth

620,000 new residents in
Santa Clara County



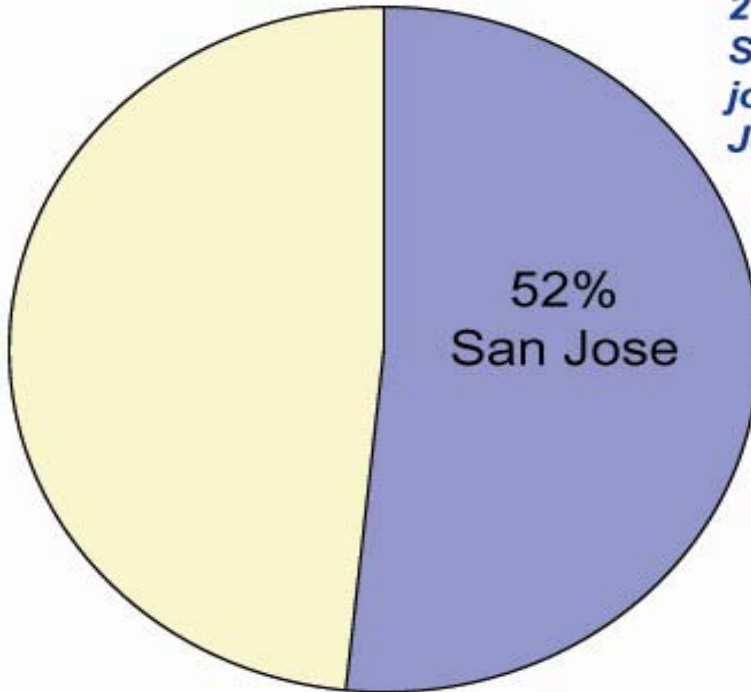
*413,000 (66%) of new
Santa Clara County
Residents will live in
San Jose*

Source: ABAG 2007



Projected Job Growth

500,000 New Jobs in
Santa Clara County



***258,000 (52%) of new
Santa Clara County
jobs will locate in San
Jose***



Source: ABAG 2007

How to do a General Plan Update

Engage all aspects of San Jose
throughout the entire process



How to do a General Plan Update

Identify Key Issues



How to do a General Plan Update

Data Gathering & Assessment

- Demographic Trends
- Economic Forecasts
- Facility Needs
- Service Demands



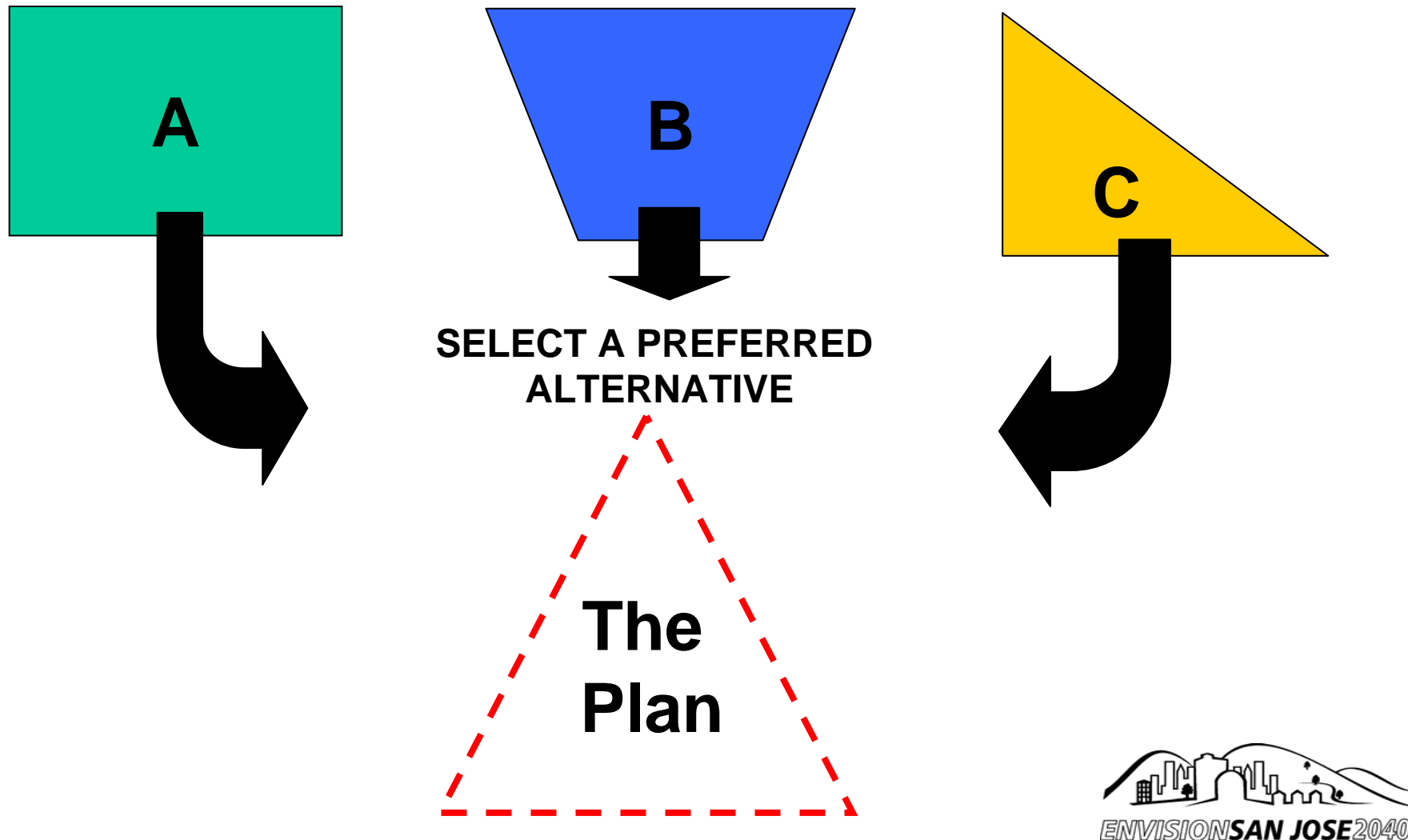
How to do a General Plan Update

Formulate a Vision Based on Values



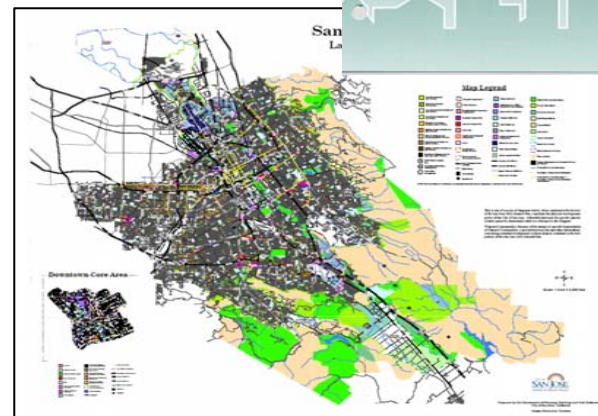
How to do a General Plan Update

Identify & Analyze Alternative Futures



Expected Outcomes of a General Plan Update

- A world class General Plan that will guide San Jose's future
- A clear vision and process that:
 - Unifies the community
 - Acknowledges and celebrates our diverse neighborhoods



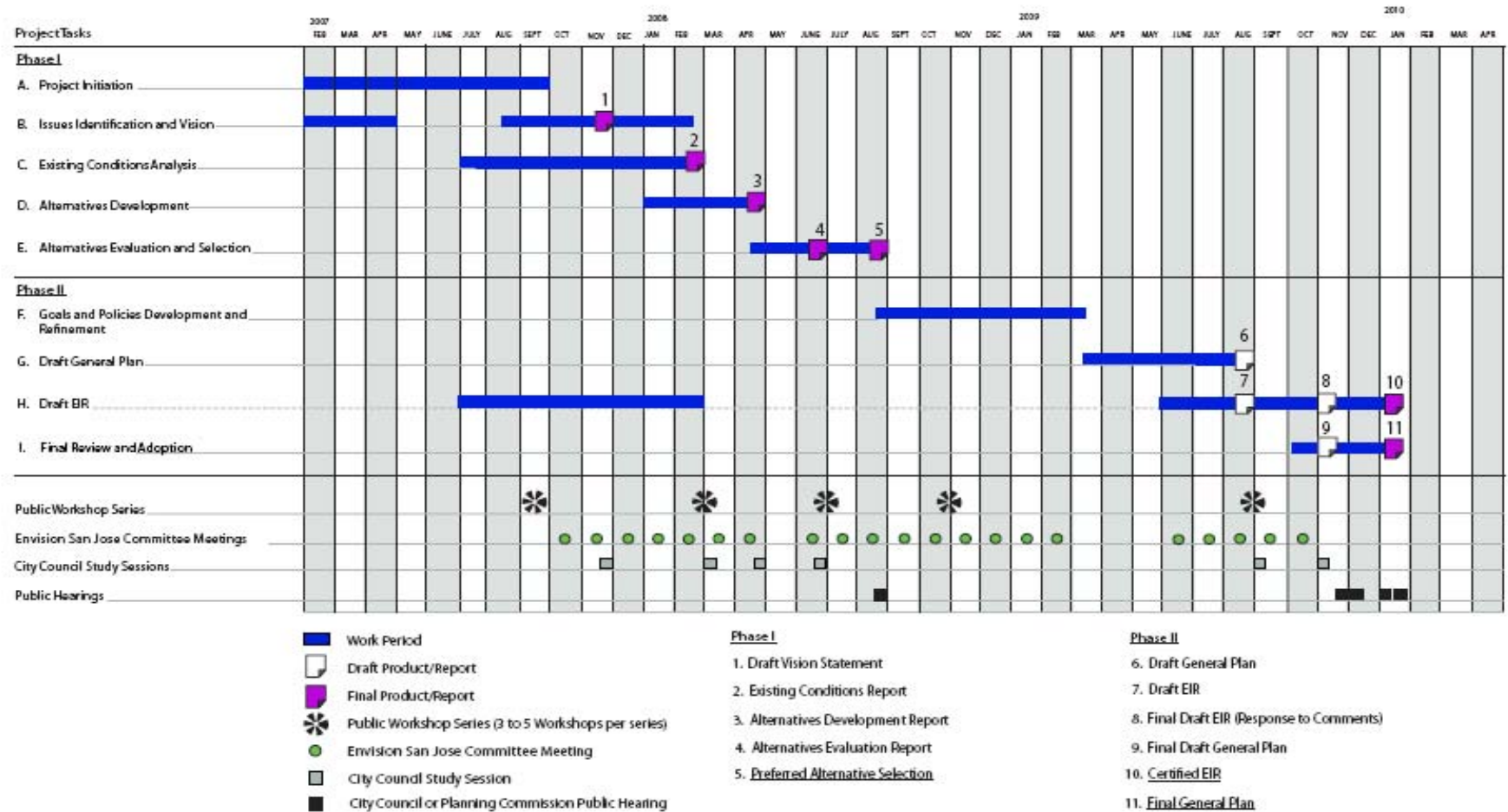
Expected Outcomes of a General Plan Update

- A plan to direct capital investments and service delivery
- A means to track and evaluate achievements/ deviations from the plan



Work Program

PROPOSED ENVISION SAN JOSE 2040 PROJECT SCHEDULE



Work Program Phase 1 Summary

1. Scoping

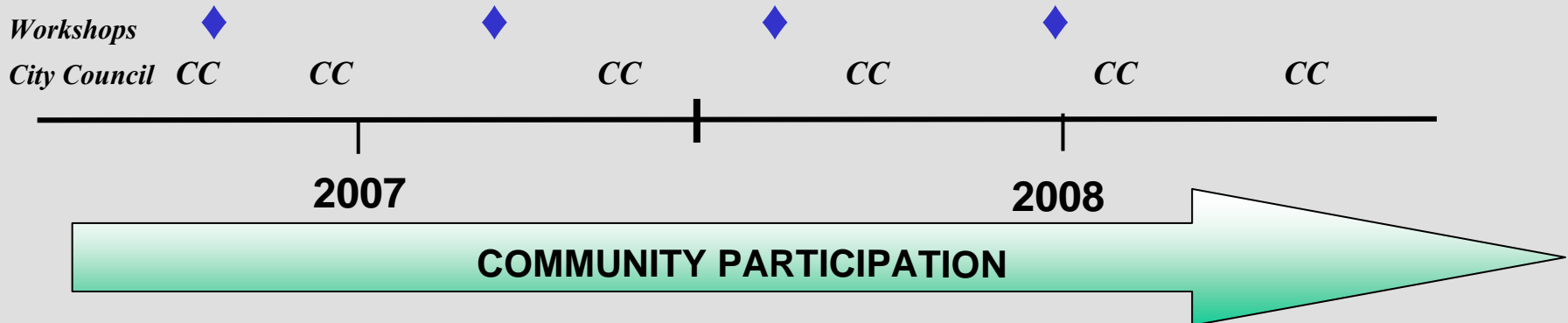
- Early Community Input
- Prepare the Work Plan
- City Council Initiation
- Guiding Principles

2. Start-Up

- Background Research
- Trends & Projections
- Vision Creation

3. Develop & Test the Plan

- Define Alternatives
- Fiscal/Environ. Analyses
- Choose Preferred Alternative



Early Community Outreach

- 26 meetings held
- Over 350 people attended
- Citywide distribution
- Overview video
- Web Page



Early Community Outreach

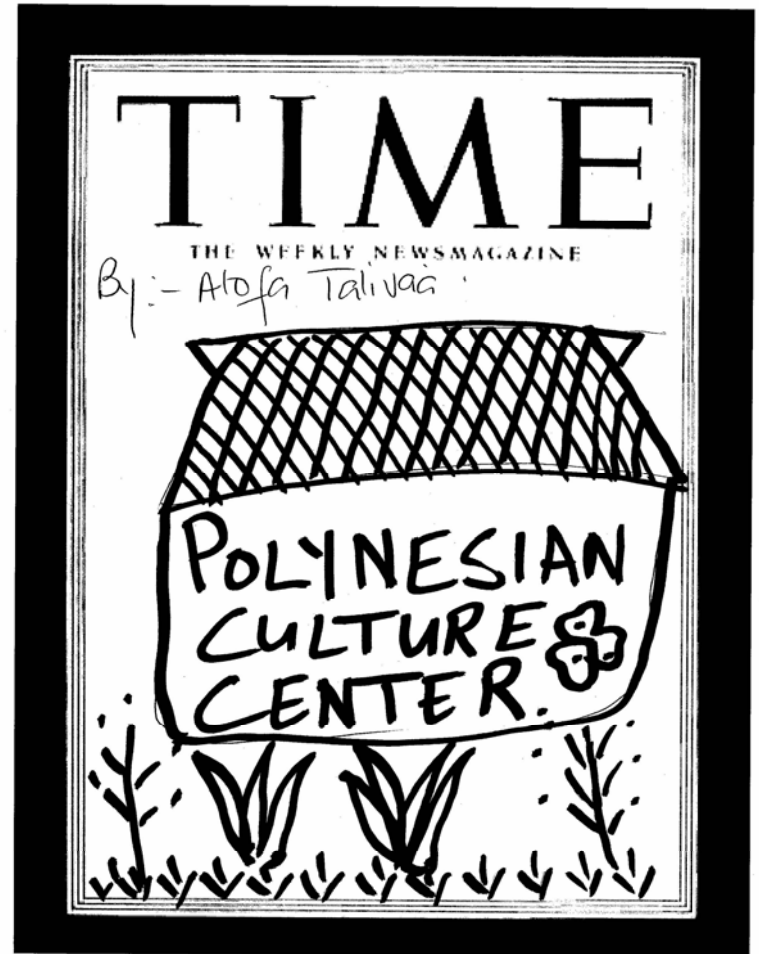
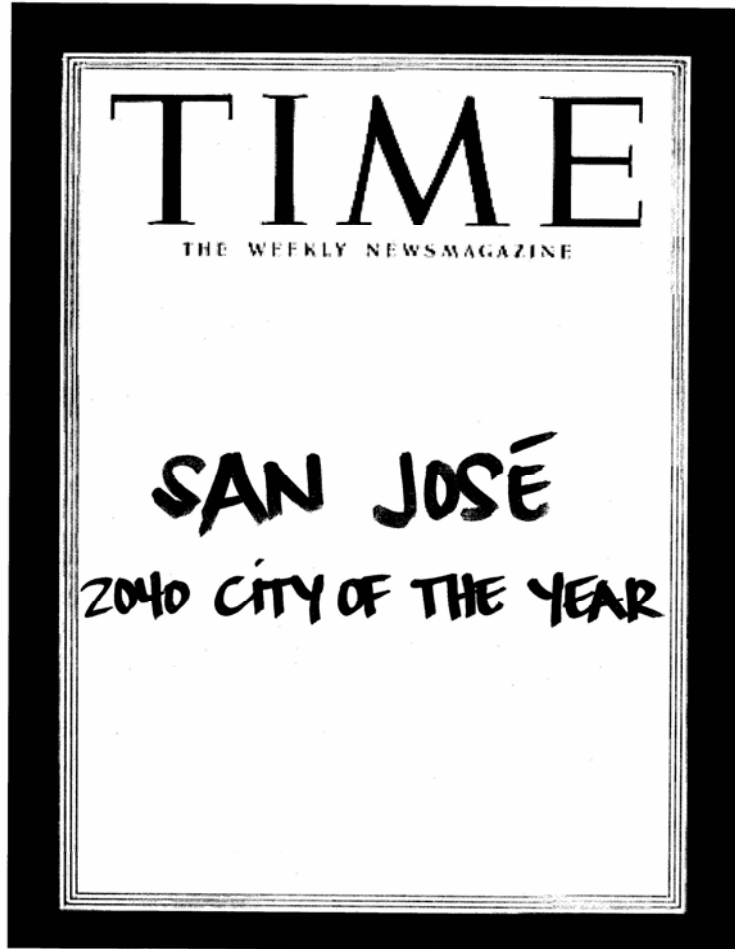
- 11 - SNI-Neighborhood Advisory Committees
- 4 - Community Meetings
- 4 - City Commissions
- 5 - Other Groups
- 2 - Future Meetings



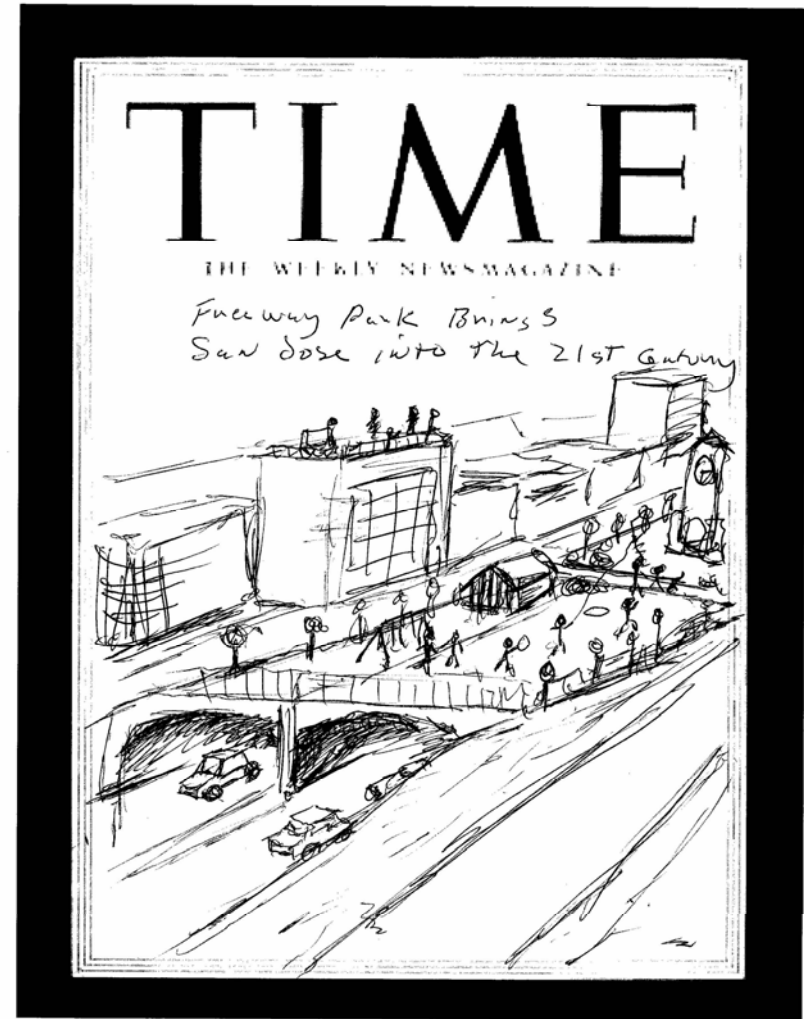
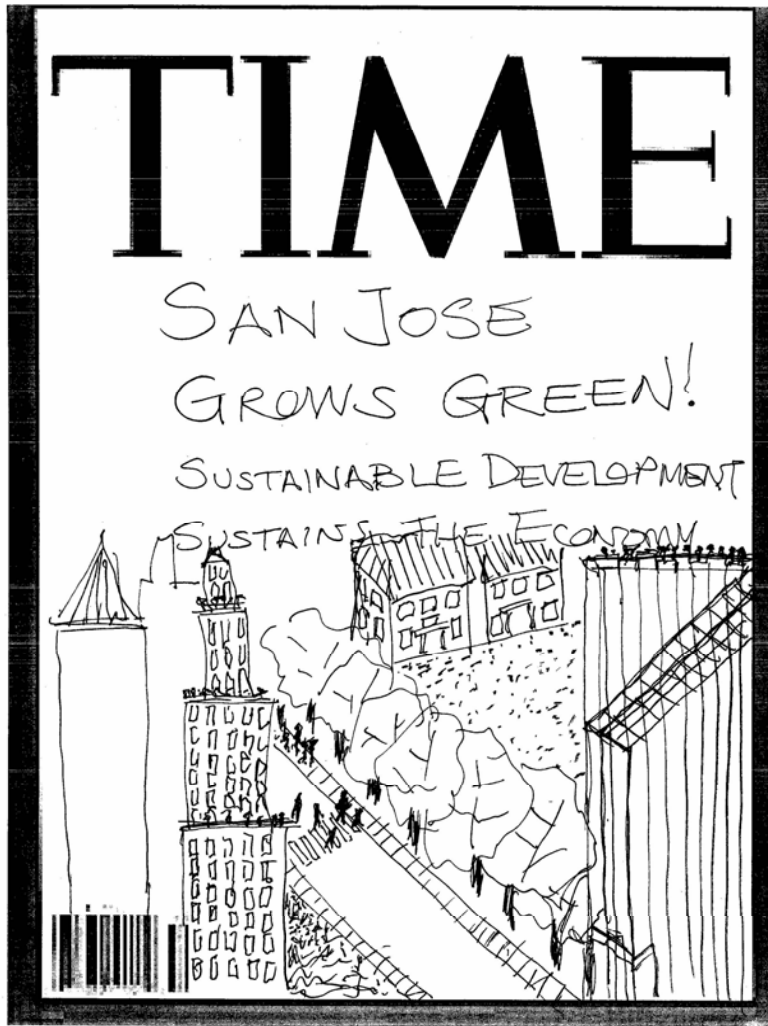
Early Community Outreach

- What's your vision of San Jose as "City of the Year" in 2040?
- Three discussion questions:
 1. What do you like about living-in, working-in and visiting San Jose?
 2. How would you like to see San Jose change in the next 20 – 30 years?
 3. What kind of Community Outreach and communication is most useful/effective?

What's your vision of San Jose as "City of the Year" in 2040?



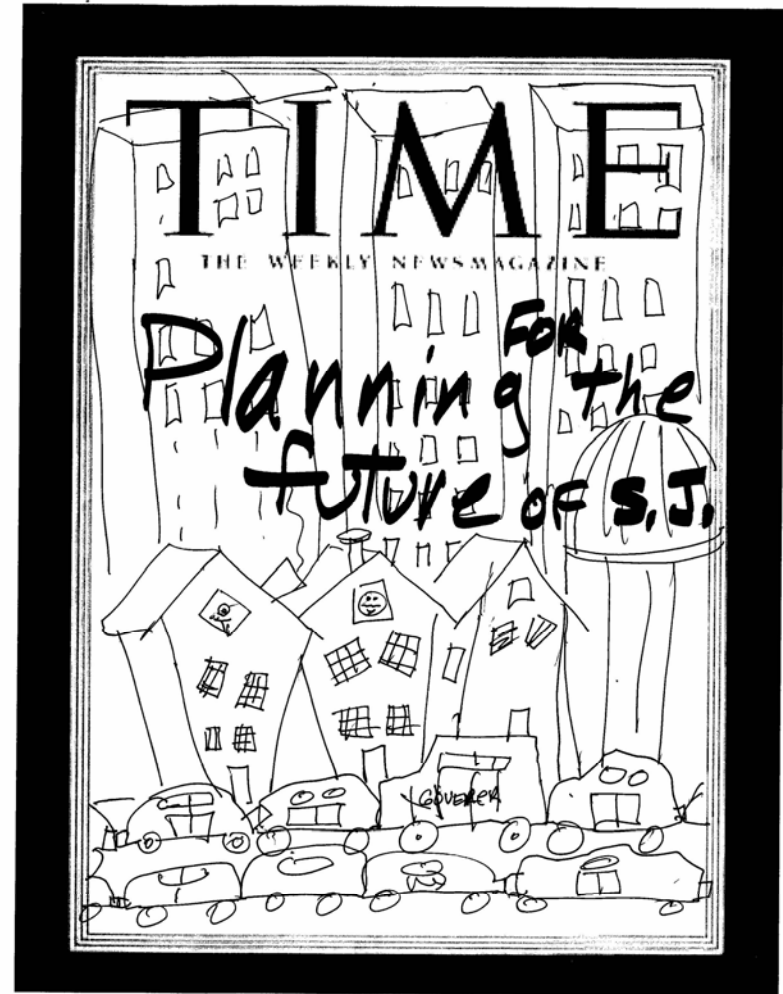
What's your vision of San Jose as "City of the Year" in 2040?



What's your vision of San Jose as "City of the Year" in 2040?



What's your vision of San Jose as "City of the Year" in 2040?



Early Community Outreach

Summary of Values Expressed

- Cultural diversity celebration
- Vibrant, walkable Downtown offering arts, entertainment, restaurants, plus housing & jobs
- Community safety
- Neighborhood diversity, commitment & involvement
- Expanding inclusiveness of community in government
- Nature in the urban environment: riparian areas, hillsides, urban forest
- Good place to raise a family: schools, parks

Early Community Outreach Summary of Values Expressed

- Growing importance of sustainability: Green Building, energy conservation, greenhouse gasses, recycling
- High quality City services
- Continue affordable housing construction
- Continue expansion of parks system
- Continue transit-oriented development
- Continue economic development: jobs & revenue

Guiding Principles

- ***Economic Development*** – Maximize the economic and revenue potential of the City's land resources and employment opportunities.
- ***Growth Management*** – Focus growth within the existing urban area to manage the delivery of City services within budget constraints.
- ***Downtown Revitalization*** – Invigorate Downtown as San Jose's cultural center with a mix of housing, employment, convention and visitor amenities, San Jose State University, museums, parks, etc.
- ***Urban Conservation/Preservation*** – Protect and enhance San Jose's neighborhoods and historic resources to promote community identity and pride.

Guiding Principles

- **Greenline/Urban Growth Boundary** – Preserve land that protects water, habitat, and agricultural resources and/or offers recreational opportunities, as well as to preserve the scenic backdrop of the hillsides surrounding San Jose.
- **Housing** – Preserve a variety of housing opportunities to meet the needs of all household types and income levels within the community.
- **Sustainable City** – Manage, conserve and preserve natural resources for present and future generations. *Identify opportunities to enhance the City's sustainability policies through implementation of the Urban Environmental Accords.*
- **Social Equity** - *Cultivate ethnic, cultural and socio-economic diversity and equity in the planning for all public facilities and services to protect and enhance the quality of life for all San Jose residents.*

Community Participation Opportunities

- Learn about the process and participation options
- Provide input on the process, content, and direction through:
 - Public Workshops
 - Envision San José 2040 website
 - E-mail input
 - Future survey



Community Outreach Strategies

- Newspapers, Radio and Television
 - Advertisements
 - News stories
 - English and non-English media
- Outreach through the Strong Neighborhoods Initiative and United Neighborhoods
- Outreach through existing community, non-profit, education, business organizations, etc.